

DETAILED ACTION

Allowable Subject Matter

1. Claims 49, 50, 62-66, 69, 72, 75, 78, 81-88, 90, 93, 96, 112-118, 121-125, 134-143, 164-175, 186-195, 216-227, 231-242, 253-262, 268, 269, 273 and 274 are allowed.

2. The following is a statement of reasons for the indication of allowable subject matter: The claims require a browser accessing a web page. The web page includes an advertising opportunity thereon. A request to server an advertisement to fulfill the advertisement opportunity is received and, in real time, bids associated with advertisements are evaluated and a bid associated with a particular advertisement is selected. The receipt of such bidding criteria for serving an advertisement, receiving a request, evaluating in real time a plurality of bids that meet the characteristics of the advertising opportunity, wherein each bid is associated with a monetary amount the advertiser is willing to pay if the bid is selected and a specific event occurs, selecting the bid, and serving the advertisement associated with the selected bid to the browser is found in the prior art of Mullen, ("Market-Based Negotiation for Digital Library Services" , Proceedings of the Second USENIX Workshop on Electronic Commerce, Oakland, CA, November 1996) in view of Goldhaber (U.S. Patent Number 5,794,210). However, the claim limitations also require receiving an indication of a HTTP request indicating an opportunity to place the advertisement in a web page requested by the browser and that the advertisement when served is place in the web page that was requested. While

prior art of Mullen and Goldhaber disclose auctioning and displaying advertisements to users, the auctioning and displaying of the advertisements is not based on an advertising opportunity created when a user requests a web page and serving the advertisement in the requested web page. This distinction is the basis for the allowable subject matter in the claims.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN VAN BRAMER whose telephone number is (571)272-8198. The examiner can normally be reached on 6am - 4pm Monday through Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/John Van Bramer/
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